TRANSPORTATION CHOICES 2020

Volume I
Number 1

October 1993

OUR CUSTOMERS MAKE A DIFFERENCE NOW... AND IN THE FUTURE!

Every day, millions of people in New Jersey become our customers. When traveling to work, heading off to school, shopping at the mall — it's our roads, trains and buses that get you there. Whether you need to get to Newark Airport to make that vacation flight or to the Jersey shore, we take you there, usually giving you a number of different ways to travel.

Your Transportation Agencies

We're the New Jersey Department of Transportation and the New Jersey Transit Corporation. We maintain and operate highways, commuter rail lines, buses and other means of travel throughout the state. We are committed to giving you safe and efficient ways to satisfy your travel needs.

We've listened to your concerns over the years. We've tried hard to get you out of traffic, reduce your delays, make your ride more comfortable and give you better information on travel conditions. Yet there's so much more that needs to be done.

Moving into the 21st Century

We're undertaking an ambitious new effort — and we need your help. We call it **Transportation Choices 2020.** We're planning the type of transportation system and services that New Jersey needs and deserves from now through the year 2020. And we want to do this planning with as clear a vision of your needs as possible — you could even call it 20/20 vision!

When we think about the future of transportation, we often think about bullet trains, monorails, and sleek new cars complete with video maps and crash-prevention equipment. But it's just as important to think about why and to where people will want to travel in the year 2020.

When we look ahead to the year 2020, we want a transportation system that meets the travel needs of customers, while recognizing how uncertain the future can be.

But the transportation system also should help us to shape our future. Transportation in the future should help New Jersey to keep a strong economy, save our environment and give us and our children a lifestyle of which we all can be proud.

Be Part of the Plan

There's no magical way to develop a future transportation plan. **Transportation Choices 2020** is a major effort to gather information, opinions and trends from throughout New Jersey. Ultimately, the effort will produce options and tradeoffs. The choices that are made will affect our lifestyles and our wallets.

It's important for you to let us know your ideas and opinions, now and throughout the process. As **Transportation Choices 2020** continues, we will be sponsoring any number of ways for you to get information and to participate in the plan. This introductory newsletter is the first of those efforts. More will follow soon.

As we move ahead, let's do so together. And, together, let's choose the best ways to go.

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TRANSPORTATION CHOICES 2020 AND THE CUSTOMER:

A QUALITY COMMITMENT

Transportation Choices 2020 is following the type of planning process that businesses and other institutions have been undertaking for the past several years. Basically, we've set a goal to establish a high quality transportation system for the future. And the best way to do that is to understand the needs of all our customers.

Transportation Trustees

Governor Florio recognized that **Transportation Choices 2020** follows the "Total Quality" mold adopted by businesses and other private and public sector organizations. He also acknowledged how important transportation is to everything that goes on in New Jersey.

As a result, the Governor appointed **Transportation Trustees** to provide leadership for the planning process. These 23 trustees represent business, labor, civic, environmental and government interests. Their individual experience is varied and impressive. Just who they are is shown to the right.

The Transportation Trustees give advice and help set direction for **Transportation Choices 2020.** They have set preliminary goals for the planning process. These goals recognize the importance of financial, environmental and economic factors. They stress that the planning process should be responsive to the public and customers. *(See the goals on page 3.)*

While we rely on the Trustees for valuable advice, we know that the best source for direction is from you, our customers.

A Contract... and a Report Card

The recommendations that will come out of **Transportation Choices 2020** will serve as the equivalent of a contract between us, as transportation providers, and you, the customer. We will commit ourselves to fulfilling our plan with the highest quality services and facilities.

And you'll be able to evaluate how well we do. With your help, we'll be developing a **Report Card** that assesses our performance on an annual basis. The indicators will be clear and responsive to your needs. The "grading" will show how far we've come — and how far we still need to go.

Join with us as we develop **Transportation Choices 2020**, so that the commitment and the contract we forge can fully reflect the range of New Jersey's needs.

THE TR

Peter Antonellis
Assistant Director, Region 9,
United Auto Workers

The Honorable Susan Bass Levin
Mayor, Cherry Hill

Peter Boynton
President and Chief Operating Officer
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Senior Vice President, PSE&G

Jewel Thompson-Chin
City Administrator, Plainfield

Ellis Vieser
Chair, Alliance for Action

GOALS OF TRANSPORTATION CHOICES 2020:

1. Provide the means to generate steady funding for capital investments to preserve, improve, operate and maintain the transportation service system.

2. Provide for the environmentally and economically viable/sensitive movement of goods and people in all areas of the state.

3. Implement a planning process that seeks "community" (public) consensus and optimal satisfaction of customer desires.

4. Improve transportation decision making, implementing processes and education for the common good.

PART OF A NATIONWIDE TREND

All across the nation, transportation agencies are reaching out to their customers and asking them to be involved in long-range future planning efforts. This trend reflects recent federal law that calls for this type of interactive planning process.

In addition, there are three regional planning agencies in New Jersey that are undertaking similar long-range transportation planning efforts. These include efforts undertaken by the:

- Delaware Valley Regional Planning Commission
- North Jersey Transportation Coordinating Committee
- South Jersey Transportation Planning Organization

At various times over the next year, Transportation Choices 2020 will cosponsor public outreach forums with these regional planning agencies.

Be on the lookout in your area of New Jersey — we'll be there soon.

WANT MORE INFORMATION ?

If you would like to stay informed about **Transportation Choices 2020**, why not join our mailing list. We'll send you future newsletters and meeting notices. Just send us this card—no stamp is needed! Thanks for your participation.

Name_____

Address_____

_____

Any comments or questions? _____

_____

TRANSPORTATION TRIVIA

TEST YOUR TRANSPORTATION TRIVIA QUOTIENT.
MATCH COLUMN A WITH COLUMN B. (Answers at bottom of page)

Column A	Column B
59 billion	1. Number of miles of road in New Jersey
168 million	2. Number of public airports in New Jersey
162 million	3. Passenger cars registered in New Jersey
5.1 million	4. Percent of New Jersey households owning two or more vehicles
48 thousand	5. Tons of goods moved annually in New Jersey
34 thousand	6. Newark Airport's rank worldwide, in total passenger volumes
158	7. New Jersey's rank in traffic density nationwide
55	8. Accumulated days per year driven by average New Jerseyan
53	9. Miles driven annually in New Jersey
14	10. Number of train stations in New Jersey
13	11. Number of passengers carried by NJ TRANSIT annually
1.09	12. Average number of commuters per auto
1	13. Number of trucks using New Jersey Turnpike daily

(Answers: **1.** 34 thousand, **2.** 55, **3.** 5.1 million, **4.** 53, **5.** 168 million, **6.** 14, **7.** 1, **8.** 13, **9.** 59 billion, **10.** 158, **11.** 162 million, **12.** 1.09, **13.** 48 thousand.)

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TRENTON NJ 08625-9945

REGIONAL FORUMS ARE ON THE WAY

In the upcoming months, we'll be holding Regional Forums throughout New Jersey as a way of hearing your ideas, opinions and questions. Don't expect a sleepy public hearing — we want to engage you in a series of activities where we all can learn and have fun at the same time. You can bring your kids, too — we'll have things for them to do as well.

Look out for notices soon about where and when these Regional Forums will occur. Consider this your advance invitation.

For More Information About Transportation Choices 2020, Contact:

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TRANSPORTATION CHOICES 2020

Issues Paper

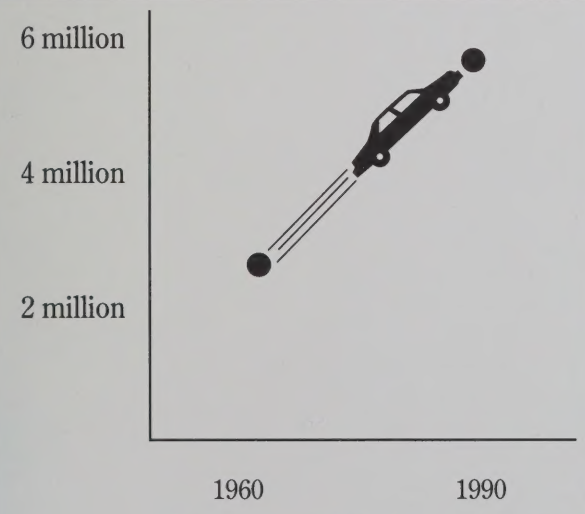
Number 1 October 1993

This is the first in a series of Issues Papers to be produced as part of Transportation Choices 2020. The intent of these papers is to spark interest in important topics that will help shape the direction of long-range transportation planning and investment in New Jersey.

Emerging Conflicts And Tradeoffs In Transportation

Quality Of Life

Competing definitions of Quality of Life shape New Jersey's transportation policy decisions. On the one hand, many of our citizens show their individual, personal preferences for ownership of detached single-family homes on spacious lots and reliance on use of a personal automobile. Many companies favor park-like, low-density suburban workplaces. One result has been the proliferation of and dependence upon automobile usage for most travel needs.



There are now 3 million more private autos registered in New Jersey than there were 30 years ago—a 240% increase! By comparison, population grew by 27% during that period.

On the other hand, our collective values, appearing in legislation, plans and institutions, instruct us to promote the clustering of development and encourage shared-ride transportation.

Thus, our individual preferences and collective values about Quality of Life are frequently in conflict. These strains underlie many of the critical issues and choices confronting transportation policy makers in New Jersey.

Disincentives To Urban Improvements

The State's strategic infrastructure investment policies call for increased attention to the needs of urbanized areas. Public investments are to lay the foundation for new private investment by restoring and expanding urban area accessibility, strengthening public transit advantages and accommodating new transportation technologies.

Disincentives to urban transportation investments, however, discourage their selection and impede implementation. The dollar and time cost to a transportation agency of building in an urban area is considerably higher than on unimproved land in suburban and rural areas. In urban areas, for example, the risk is higher of incurring expensive mitigation such as noise walls, relocation and designs compatible with existing buildings. Wetland and hazardous waste sites are likelier in and around urban areas as well.

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Safety And The Community

A basic goal of publicly-sponsored transportation agencies is to design projects that are safe to use and that limit risk of exposure to legal liability. A common means to achieve these twin goals of safety and low liability risk is to follow design standards. On the other hand, citizens looking to minimize a transportation investment's disruptive change to their Quality of Life will demand a project be simplified, condensed or modified to achieve "community fit." A redesign in response to such a demand will reduce a project's intrusiveness but may contravene standards, raising thorny questions about safety and liability risk.

Public Safeguards And Their Time And Cost Effect

The degree of difficulty and complexity associated with accomplishing a transportation improvement project is greater today than 30 years ago. We have seen mandated environmental regulations concerning wetlands, endangered species, sites contaminated with hazardous waste. Other safeguards are public participation requirements, the expectation of political consensus, openness and formality in contracting procedures, and review by other governmental agencies. These well-intentioned processes create an inescapable friction with the objective of prompt project execution.

Decisions Now Shared By DOT With Others

The Commissioner of Transportation is delegated substantial responsibility by the Governor to shape state transportation policy. The Commissioner also serves as Chairman of the NJ Transit Board of Directors and Chairman of the Governor's Transportation Executive Council and sits as a member of the boards of several key authorities. However, other bodies are gaining increased importance. The Legislature has been exercising a greater role in policy-making and programming, especially through statutorily required approvals of capital budgeting decisions.

Metropolitan planning organizations in New Jersey have been rejuvenated by federal law, giving them authority to reshape the Commissioner's policy-making initiatives on capital programming.

Transportation management associations must be factored in the decision-making process as well. They are seeking capital and operating investments that serve the needs of major employers.

Who's Who In Transportation

Over the years, various organizations are playing an increasingly larger role in transportation planning and decision making. These include:

TEC: The Governor's Transportation Executive Council (TEC), chaired by the New Jersey DOT Commissioner, helps to coordinate statewide transportation policy and investments among the state's agencies and public authorities.

MPOs: Regional planning bodies with county membership, these Metropolitan Planning Organizations (MPOs) are based in North Jersey, the Delaware Valley area, and South Jersey. They help set regional directions for transportation capital spending.

TMAs: Transportation Management Associations (TMAs) are private-public bodies located throughout the state that work with employers and workers to find more efficient commuting means. They will play an increasingly important role in meeting environmental goals to reduce the number of single-occupant vehicles on the road.

This Issues Paper is an adaptation of a paper written by Martin Robins, New Jersey Transit, entitled "Life is a Tradeoff: Conflicting Values in Transportation," dated May 1993.